Please do NOT allow cellphone use while aboard aircraft; you should "rollback" the rule that allows it now on board until the plane pulls out. There is no good reason to allow this, and lots of bad effects. First, it will be horrible in terms of noise levels and intrusiveness. The fact is, most people fly in silence, not constant conversation. Second it will hugely interfere with safety, as people do not pay attention while they are on their cellphones, and won't hear safety announcements. Please do not allow this practice.